

Arts of Collin County

Update for
City of Frisco



OUR VISION:

The Arts of Collin County will create an environment where all residents can share and enjoy in the full diversity and vitality of the arts

A Collaborative Effort

- Cities of Allen, Frisco and Plano
- Member cities of Fairview and Melissa
- Fiscally responsible-no one city could do alone
- Sharing capital and operating costs
- Public private partnership-cities/businesses/individuals
- Positive impacts for region
 - Expansion of arts & culture
 - Multiple venue impact on entertainment bookings
 - Quality of life
 - Transportation and air quality
 - Environmental impacts-green space/parks/trails
- Creation of a unique venue for the arts in a park setting

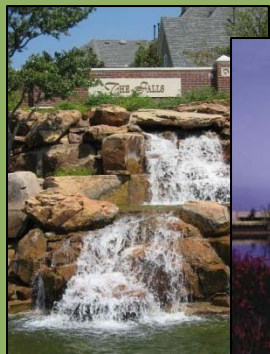


Key Points as Presented to Vision North Texas

Why an Arts Hall & Arts Park?

- We have the best of all other facets of quality living:

- Great schools
- Businesses
- Retail
- Sports venues
- Historical areas
- Great parks & trails
- Quality/diversity of residential
- Everything BUT a performing arts hall



Regional Growth-Economic Impact

- Population Growth-10 County NCTCOG Area
 - From 6 million to 9 million by 2030-
 - Need for more arts centers


Collin County Growth- 1.16 million

Denton County Growth- 1.08 million

Cities of Allen, Frisco, McKinney & Plano- over 810,000

- Arts of Collin County Economic Impact-\$ 25 million annually
- SH-121 Traffic Volume at Arts of Collin County Site

Transactions	2015-99,300/day	2025-127,900/day
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Highway 121

Hall

Meadow

Ridgeview Road

Exchange
Parkway

Master Plan

PHASE 1

124 Acres

2100 seat multipurpose theater

300 seat amphitheater

Sculpture garden (phased)

Synergistic commercial

**Family restaurants, hotel
(phased)**

2000+ parking spaces (phased)

Event meadow

Trails, creeks, woods

FUTURE PHASES

**800 seat theater (jointly with
Collin College)**

Recital hall

Education center

Art gallery

4000 seat amphitheater



2100 Seat Performance Hall

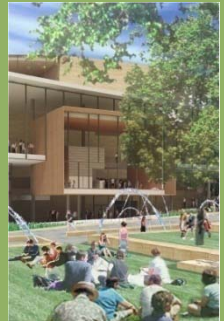


- **Variety for everyone including:**
 - Broadway Shows
 - Country & Western
 - R&B
 - Ballet
 - Vocal
 - Comedy
 - Symphony
 - Rock & roll
 - Opera
 - Dance
 - Drama
 - Jazz
- **Emphasis on developing local arts**
- **Quality acoustics**
- **Student education and school performances**
- **Recitals and rehearsals**
- **Corporate and community meetings/events**

An Experience to Remember!

Past 90 Days Activity

- Donations
 - \$ 1.4 million new donations
 - Expanded donation program-major donors-grass roots level
 - On-line donation capability
- Media Coverage and Presentations
 - Articles and ads in most major magazines and newspapers
 - Interviews-Channel -8 KRLD radio Star Newspapers-website
- Presentations
 - Rotary Clubs-Kiwanis Clubs-Developers Council-Arts organizations-Major Donors-Realtors-City Councils-Builders
- Activities
 - Site Clean-up Youth Volunteer Project
 - Realtor Announcement
 - Restaurant Project
 - Planning on-site event/concert



Signage and In-Kind Advertising

Arts of Collin County Capital Campaign



(214) 495-5800

www.artsofcollincounty.org

Hotel – Office – Restaurants | David Hicks Company (214) 957-3842



New sign on SH-121 at site of Performing Arts Hall & Arts Park



Imagine Campaign

Plano Profile, Frisco Style, Collin County Business Press—more coming

Imagine: The Enrichment-Education Value-Entertainment-Economic Impact-Environment—something for Everyone

Project Status

World Class Design Team

Boora Architects,
Inc

Hargreaves &
Assoc., Inc

Kirkegaard
Acousticians

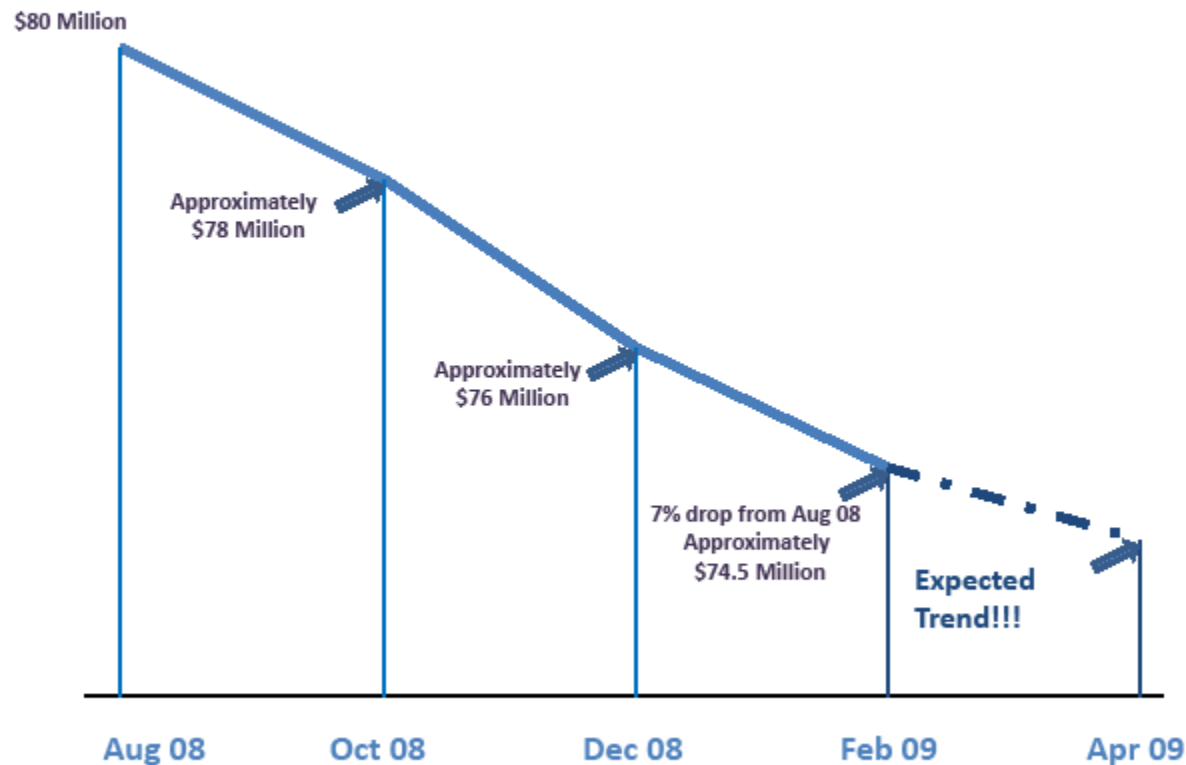
Theatre Projects
Consultants, Inc.

Hunt Construction
Group

- Master plan and site standards completed
- Theater design completed and approved
- Construction Documents Complete-permits
- Surrounding roads will be complete before opening
- Funding - 80% complete
- Need \$ 17-\$ 20 million more –Est. cost \$ 85-\$88 million
- **NOW** is time to bid job
 - Material/Labor cost down

Window of Time for Reduced Project Cost

IMPACT OF TODAY'S ECONOMY ON CONSTRUCTION
Example of a Construction Job Costing \$80 Million in August 08



Corporations provide only 4.7% of total giving to nonprofits

Only 12.7% of foundation money goes to the arts

Most arts funding must come from individuals.

Major Contributors

- | | | |
|--|---------|-----------------------------|
| • Briar Ridge Investments | \$22 M | Sculpture Garden |
| – 124 acre land donation | | |
| • Texans Credit Union | \$2.0 M | Event terrace, stage, grill |
| • Craig & Kathryn Hall, Hall Financial Group | \$1.0 M | Theater Lobby |
| • Mario Sinacola & Sons | \$1.0 M | Entrance, circle, west road |
| • Betty and James Muns | \$1.0 M | Donor Room |
| • Stanley V. Graff of El Dorado Motors | \$1.0 M | Drop off, road, parking |
| • AT&T Foundation | \$1.0 M | Learning Room |

Other Contributors include:

Ebby Halliday, Roger Staubach, Holcim US,

Rug Doctor, Ruth Altshuler, Atmos Energy

New Donations

- David Hicks Company
- Robbie & Lynore Robinson
- Lantana Educational/Charitable Foundation
Richard Strauss-Republic Properties Group-\$ 100,000
- PACE-Plano Arts Cultural Endowment
Ralph Stow –Founder/Board President-\$ 250,000

***The
number of
donors
continues
to increase***



Next Steps

***Get
Everyone
Involved***

***Now is
time to
bid the
project!***

- Continue large donor & corporation emphasis-naming right opportunities
- Expand fund raising efforts
- Grass roots level-get all citizens involved
- Seek donations of all sizes-multi levels
- On-line donation capability
- Fund raising Teams-each city
- More exposure-publicity-presentations

An Area that can Give

U.S. Census Bureau Report

Median Household Income

Plano ranks # 1 in the U.S. in cities over 250,000

\$ 84,492

Ranking of all Texas Cities-65,000 +

3.	Frisco	93,478
4.	Allen	93,392
8.	Plano	84,492
11.	McKinney	76,248

***Four of
the top
eleven
cities
surround
this
project***

Getting Everyone Involved

Over 800,000 people in Collin County, eastern Denton County and portion of north Dallas County

Less than 2% of the people contributing can raise —
\$ 20 million +

<u>People Donating</u>	<u>Amount</u>	<u>Pledge</u>	<u>Total</u>
8,000	\$ 100		\$ 800,000
5,000	1,000	\$ 333 for 3 yrs.	5,000,000
1,000	3,000	1,000 for 3 yrs.	3,000,000
500	5,000	1,667 for 3 yrs.	2,500,000
300	10,000	3,333 for 3 yrs.	3,000,000
100	20,000	6,667 for 3 yrs.	2,000,000
50	45,000	15,000 for 3 yrs.	2,250,000
15	100,000	33,333 for 3 yrs.	<u>1,500,000</u>

Total Potential Donation/Pledges

\$ 20,050,000

**Does Not Include Million Dollar Naming
Donations we are Seeking!**

Everyone Can Help

- Any size donation
- Donate over three years
- Promote it to your friends
- Ask us to speak
- Volunteer
- Build the passion
- It will get done

